

Branded Restaurant Operations

May 2007

Welcome

Hi! The times they are a changing! In case you weren't aware, the launch of our MWR Branded Restaurants page on the AKO Website has become reality and what a wonderful reality it is! We can now simultaneously reach out and connect with each of you with real time capability at a moment's notice. Today's technological innovations and advances are phenomenal and allow us to share information with our MWR Family in a more expeditious and efficient manner than ever!

I'm extremely pleased with the results that our people continue to achieve and the excellence associated with these results all across the spectrum of operations. Recently, Virginia Gouin completed and launched our AKO Group and Community websites that are paying immediate dividends to our targeted operations. I ask that you continue to use these sites and find innovative, better ways to provide our guests world class support and service. As you know, our goal is to find ways to improve and continue to be our guests "First Choice."

Our MWR Branded Restaurants AKO websites are designed to be user friendly and the tools available to assist you are phenomenal. You'll notice these topics further addressed in this newsletter.

In closing, I want to again thank you for all you do which allows us to make a huge difference in the lives of others, as we "Serve Those Who Serve!" Yes...together we can achieve unprecedented success and excellence in all we do!

Until next time, keep those e-mails coming so we can share your comments and good ideas with our growing family of MWR professionals. Here's to your success!

Roger Weger
Chief, Branded Restaurants Division

Upcoming Grand Openings

Our next scheduled Grand Opening is at Fort McCoy, WI (Habanero "Fresh-Mex Grille") on 5 June 2007. Look for this story and more in our July edition of *E-News*. (POC: Trace Kea (703) 681-5255 or email: trace.kea@us.army.mil)





Pickle Talk- May 2007

Pickle me this, Pickle Procurators: Are you currently performing *pre-shift meetings* in the purposeful pursuit of practice makes perfect?

In the last edition, we broke down what that pre-shift routine could look like in your operation. Although you'll probably only have 5-10 minutes to dedicate to pre-shift meetings, you'll want to ensure they're structured so that its limited time is well spent. On the surface, the following four elements may not seem to affect guest service greatly, but taken as a whole they all play a significant role in how well your guests are served. You'll want to touch on these fundamentals at every pre-shift meeting:

1. **Review Team Member Uniform Appearance** - The outward appearance of our facility...from the parking lot to the dining room to the bathrooms is extremely important to our guests. Any good sanitation program begins with our team members. We start by ensuring that every team member complies with proper hygiene practices. Check that all team member uniforms are clean, neat and complete. No nail polish, ornate rings, watches or dangling earrings. Hats on? Hands washed? Our guests are watching!!
2. **Review Upcoming Events and/or Promotions** - Any well-rounded advertising plan begins in-house. Your team members represent the most effective "message delivery system" you have at your disposal. You know as well as I do that given the opportunity, your staff members will shoot their mouths off at the drop of a Pickle! Take full advantage of that very fact and tell your entire team everything you've got cookin' in terms of upcoming events and promotions so they're in-turn pass that good news on to your guests!
3. **Promote Staff Suggestions** - Let's see if you agree to the following clichés we typically hear far more often than we actually practice:
 - Communication is a 2 way Street - If you agree, then let your staff tell you what the guests are telling them without getting defensive. Keep in mind that for every guest that steps up-to-the-plate and tells you or a team member what's going wrong in your facility, there's potentially a dozen more that experienced the same issue but won't say anything about it. Those guests who tell us where we can improve are doing us a great favor and usually give us a second chance, not the ones who keep it to themselves and don't return!
 - The Right Tools for The Right Job - I think it's fair to say that we can't expect our team members to perform to standard if they're not afforded the correct tools to do the job properly. When they point out something that's broken or requires replacement, as managers we have to jump on those things right away. Support them with the proper tools and timely assistance; they'll get the job done right as they were trained and you'll create more loyalty in the process!
4. **Training Topic of the Day** - This should entail specific how-to instruction. Have a new menu item or promotion coming on-line that you want to train all to produce consistently? Maybe safe food handling practices, promotion sales incentives, equipment maintenance related training....any number of things which will serve to enhance the overall guest experience and keep things running smoothly.

Tune into next month's edition, as we'll continue to refine our pursuit of the perfect Pickle!

Until then, remember...a PICKLE a day keeps your guests coming back for more! (POC: Brad Puterbaugh (703) 508-2593 or email: brad.puterbaugh@us.army.mil)

Alternate Escapes and Java Café Open in Vilseck, Germany

On Friday, 6 April 2007 Family and MWR Command (FMWRC), MWR Branded Restaurants Division personnel opened their 9th Java Café coffee unit in the Alternate Escapes digital lounge at Vilseck, Germany.

As part of the Java Café opening Vilseck personnel also showcased their new Alternate Escapes high-tech digital lounge made possible by the FMWRC, Army Recreation Machine Program (ARMP) personnel. The pairing of the FMWRC, Alternate Escapes and Java Café brands allows guests visiting the facility an opportunity to “sip and surf” the internet, while also enjoying some friendly competition with multi-player on-line video game stations in a comfortable, high-tech lounge.

The opening took place at 0730 following a soft opening the previous day where approximately 90 guests had an opportunity to enjoy samples of freshly brewed Starbucks coffee, pastries, and a variety of frozen “Javaccinos” from the Java Café menu, as well as free play on all the multi-player on-line video game stations.

Java Café is open Monday-Friday 0730-2200, Saturday 0900-2200, and Sunday 0900-1800.

This is the first MWR Branded Restaurant to open in the USAG Grafenwoehr area. Future initiatives include renovating the Grafenwoehr bowling center and adding a Java Café/Primo's Express unit, scheduled to open late summer 2007. (POC: Brad Puterbaugh (703) 508-2593 or email: brad.puterbaugh@us.army.mil)



From L to R: Danielle Wright, Angel Latorre-Vega, Shannon Hill, Monica Taylor, Christina Aitken, Diana Fraiser (front) Marie Gillette

MWR Branded Restaurants Opens Research & Development Test Kitchen at Fort Myer, VA

On 2 February 2007, MWR Branded Restaurants personnel opened a Research & Development Test Kitchen at the Fort Myer, Spates Community Club. The renovation which began in November 2006 included the addition of some new and existing equipment, electrical, plumbing and a lot of dedicated work by the Branded Restaurant Operations team. This newly remodeled kitchen will be used for testing new menu items, as well as foodservice equipment and smallwares.

As part of developing new menus, Limited Time



Chef Tony Marko works with a newly formulate pizza sauce

Offers (LTO's) and promotions, the Branded Restaurants Operations development team must spend several hours researching and sampling potential ingredients and products. After the products are evaluated, a taste panel is set-up for further critiquing. After a product or menu item has gone through the final development stages, a sampling with a panel of potential guest (soldiers, family member and civilians within the Fort Myer Garrison) is conducted to see if it's marketable as a new menu item.

Since opening we've been testing hoodless ovens and developing our 2008-2009 scheduled promotion offerings. Some of the items we're working on include a variety of dipping sauces for wings and chicken strips; sandwiches made on Pretzel Rolls, a Bacon Chicken Ranch Pizza, Shrimp Po-Boys and Wraps; and a Philly Pizza Steak Sandwich. There's also 3 and 4 stacked Burgers which will be added to our new Combo-Meal mats.

Also in development are new LTO's such as a Four Topping Pizza (4 individual pizzas in one box) and a Shrimp Scampi Pizza with garlic butter coated shrimp. In the future we'll be developing recipes and testing products for the Army's Core Catering menu and Joint Service Prime Vendor Program. (POC: Barry Pinsky (703) 681-5231 or email: barry.pinsky@us.army.mil)

Getting Back to Basics: HOW TO PREPARE A HOT DOG

Spring is here and summer is soon to arrive. MWR Branded Restaurant Operations will soon be implementing the Hebrew National Hot Dog Promotion which runs 1 June through 30 September 2007. The following information is provided on how to properly prepare and cook Hebrew National hot dogs using the Hebrew National equipment for this promotion. Please remember to test the products ahead of time as you may need to make adjustments based on the type of hot dog and equipment used.

What to Do Before Cooking:

When you receive your shipment of hot dogs from your local distributor, make sure to store them immediately at a temperature of between 34° F and 38° F in the refrigerator or below 0° F in the freezer. They have an 80-day shelf life; be sure to use them on first-in, first out (FIFO) basis. In other words rotate your stock. For best results, plan your inventory so that you can use your stock within two weeks of receipt. This will ensure that your guests enjoy only the freshest product. Frozen hot dogs should be thawed or defrosted before heating. Once thawed, hot dogs should not be refrozen.

How to Cook a Hot Dog:

It is important for you to understand that hot dogs are already fully cooked. They only need to be heated, which can be done in the following ways:

ROLLER GRILL METHOD

Preheat rear rollers for 10 minutes on high and set front rollers on low (number 1 1/2).

Cook hot dogs for 20 minutes on rear rollers or until the internal temperature reaches 165° F for 15 seconds.

Remove hot dogs from rear rollers using plastic tongs and place on front rollers for holding.

Holding time should not exceed two hours.

Only skinless hot dogs should be heated on a roller grill.

HOT DOG STEAMER (FOODWELLS) METHOD

Place approximately one gallon of water and one tablespoon of white vinegar in bottom of the well. Keep water line below two inches.

Place three covered 1/3rd pans in well and preheat for 45 minutes on high or setting number 180° F and add one pint of water to one of the 1/3rd pans.

Place hot dogs in pan containing water and cover.

Cook hot dogs for 20 minutes or until internal temperature reaches 165° F for 15 seconds.

Lower the temperature on the wells to hold at 170° F.

Remove hot dogs from cooking pan and place in one of the two dry pans for holding.

Holding time should not exceed two hours.

FLAT GRILL METHOD

Place hot dogs on the griddle at a temperature between 300° F and 350° F.

Roll hot dogs on griddle to evenly cook and color.

Heat hot dogs to a temperature of 165° F for 15 seconds.

You may use a warm part of the griddle to hold the hot dogs.

ROLLS (HOAGIE or HOT DOG)

Rolls should be stored at room temperature. The shelf life is two days.

Hoagie rolls should be served at room temperature or heated on a griddle right before serving.

Hot dog rolls should be served at room temperature or may be kept in a roll warmer at a temperature not to exceed 200° F.

Follow the information we've provided and you'll be serving the best hot dogs anywhere and your guests will soon be singing your praises... "Hot-Diggity Dog!" (POC: Tony Marko (703) 681-3818 or email: tony.marko@us.army.mil)

What's New from Virginia?

Spring is here in the nation's capital and we've had thousands of visitors flock to enjoy the beauty of our Cherry Blossoms. What an awesome sense of excitement in the air!

Speaking of excitement, our MWR Branded Restaurants portfolio is growing stronger and faster each and every day because of your efforts! Just within the last couple of months, we've had Java Café Grand Openings at Fort Carson, Colorado and Vilseck, Germany. We've had a Strike Zone Grand Opening at West Point, New York. Wow.....you talk about an exciting time of the year!

We would not be able to provide these world class services without your continual support, encouragement, our promotions and candid feedback from guests. Please continue to solicit feedback through our online survey. Better yet, we ask Installation Marketing Managers and/or Directors, to please promote and link below URL in their local websites. Remember that our guests' feedback provides us with valuable information on our strengths and areas of improvement.

<http://armymwr.com/portal/recreation/mwrbrandedrestaurants.asp>

As you know, our goal is to continue to improve our websites and provide a standard second to none! I would like to thank Ms. Jacqueline Holliday, Chief, Marketing at Fort Dix, New Jersey, for ensuring the guests at her location are able to access our MWR Branded Restaurants online survey at <http://www.dixmwr.com/>. It's efforts like these have allowed us to reach out to our service men/women and their families--"First Choice" Serving Those Who Serve!

Our AKO MWR Branded Restaurants Team and Community websites are geared to be great resources, tools and opportunities at your fingertips. We have uploaded the Grand Opening layouts for Java Café, Strike Zone and Primo's Express. We are also ready to upload more phenomenal promotional materials. Now is the time to log in and download what you need!

Thanks for all you do and will do as we continue this journey together....achieving an unparalleled level of excellence for our people! Wishing you all the very best! (POC: Virginia Gouin (703) 681-5212 or email: virginia.gouin@us.army.mil)

Test Your ServSafe Knowledge (See Page 9 for Answers)

1. Food that will be hot-held must be reheated to an internal temperature of
 - a) 135° F for 15 seconds within 2 hours.
 - b) 145° F for 15 seconds within 2 hours.
 - c) 155° F for 15 seconds within 2 hours.
 - d) 165° F for 15 seconds within 2 hours.
2. The temperature danger zone is
 - a) 41° F to 135° F.
 - b) 31° F to 130° F.
 - c) 21° F to 120° F.
 - d) 0° F to 32° F.
3. The biggest cause of foodborne illness is
 - a) Employee snacking.
 - b) Poor personal hygiene.
 - c) Food left out in the danger zone.
 - d) A virus.

Operation Rising Star

Celebrate the singing talents at your installation by hosting the 2007 Operation Rising Star program in one of your MWR Food and Beverage facilities. The program, previously called Military Idol, is in its third year and provides your facility with unique entertainment and programming.

The Operation Rising Star program is intended for all US Army MWR food and beverage operations that can host a multi-week singing competition that provides additional opportunities for customers to cast their ballot with every food sale. Previous after action reports show that the Operation Rising Star format drives repeat customer visits through the opportunity to vote for their favorite performer. The 2007 Operation Rising Star program must be scheduled 1 September 2007 through 31 October 2007. Garrisons must have a minimum of six participants singing in the competition, and must host a minimum of two nights of competition. (POC: Kristen Kea (703) 428-6119 or email: kristen.kea@us.army.mil)



TEXAS HOLD EM'

The 2007 Texas Hold'em local competitions are complete. The preliminary reports say that our guests loved the event and are asking for the dates of the next tournament. The winner from each of the 50 participating locations will be playing in the on-line finals tournament that will take place at 6:00 PM EST 2 June 2007. Eight players will receive prizes; 1st place - Home Theater System and a year's subscription to Net Flicks; 2nd Place – a Laptop Computer; 3rd Place - a \$650 gas card. The finals are a combined effort between ARMP and FMWRC Information Technology, Business Programs and BP Events. (POC: Doriann Fengler (703) 428-6089 or email: doriann.fengler@us.army.mil)



Visit a MWR Food & Beverage facility to see how to “Dress the Dog”

dress the dog!

Anyway you'd like... it's what's inside that counts.

How many ways can you “dress” a hot dog?” Find out by visiting participating MWR food and beverage facilities this summer.

Sponsored by Hebrew National, the “Dress the Dog” promotion features a frequency card program: buy six half or quarter pound hot dogs and receive a free quarter pound hot dog from MWR. As patrons redeem their frequency cards for a free hot dog, they may enter their name into a sweepstakes drawing for a chance to win great prizes such as a 2008 Ford Mustang or an all inclusive 5-night stay in Orlando, FL at Shades of Green® Resort on Walt Disney World® or the Edelweiss Lodge and Resort® in Garmisch, Germany, five gift cards to military exchanges and commissaries (valued at \$100 each), electronic products and mountain bikes round out the prizes.

Mr. Roger Weger, Chief, Branded Restaurant Operations indicated that the “Dress the Dog” promotion is one of their biggest promotions to date and would be featured at the Army’s Branded Restaurants and snack bars around the world. Mr. Weger equated the hot dog to the fun memories and experiences kids and families enjoy throughout the summer, saying... “What’s a picnic, a softball game, or a round of golf without a hot dog?”

In addition to the MWR promotion, the commissary will participate in Hebrew National’s summer retail promotion to ‘raise your hot dog IQ (Inner Quality)’. As part of an effort to cross-promote the food service and retail promotions, Army MWR is facilitating placement of shelf talkers in the commissary advertising both promotions along with Hebrew Nationals “Inner Quality” promotion and providing patrons with three opportunities to win great prizes on-line.



The promotion, spearheaded by the FMWRC, Business Program Directorate, is open to all branches of the military.

“The Marine Corps, Coast Guard and Air Force have already made this promotion available to their installations,” said Mr. Keith Elder, Director of Business Programs at FMWRC. “We’re happy to have the other military branches as partners to offer all military Service members this fun and exciting promotion. By the same token, we’re happy to be working with the Defense Commissary Agency in a partnership that helps Service members and their Families. The four-month promotion is designed to provide great food, outstanding prizes and overall service to our patrons.”

The promotion begins on 1 June and runs through 30 September 2007. (POC: Coleen Amstein (703) 428-6118 or email: coleen.amstein@us.army.mil)

For more information on these and other exciting promotions from the FMWRC Events Division team, check out www.mwrpromotions.com.

Promotions Update

1 May typically marks the first day of our new seasonal promotion. If pizza is on your menu, you should have already received a poster and window cling kit for the new Grilled Chicken, Mushroom and Spinach Pizza. The recipes and graphic layouts for posters and ads are available for download at our website; www.prafulfillment.com. This pizza promotion runs from 1 May through 31 August 2007.

Managers who serve burgers and sandwiches may feel a bit short-changed until they remember that the schedule shifted to accommodate the new “Dress the Dog” promotion. This promotion showcases Hebrew National’s giant-sized quarter-pound and half-pound hot dogs. Guests will receive a punch card where, after six purchases, they get a free quarter-pound hot dog. The card also lets them to enter drawings for fantastic prizes---a new car, cameras, bikes, vacations and more. Dress the Dog is an exciting promotion and, even though it’s one month later than our regular schedule, it’s well worth the wait.



We’re working on a new Grand Opening package of manuals and graphic layouts for ads and posters. These will soon be posted on our website for restaurant managers and marketing office designers to download. The graphic layouts include ads and posters that can be used any time with themes that focus on your restaurant’s core menu. We’re currently testing the best method to make these materials available; once they’re posted, we’ll keep you posted! (POC: Sharon Bertschi (703) 508-5894 or email: sharon.bertschi@us.army.mil)

Anniversaries

28 May 2005 – Habanero/Lil’ Skeeters BBQ, Picatinny Arsenal, NJ celebrates their 2 year anniversary

11 May 2004 – Strike Zone, Baumholder, Germany celebrates their 3 year anniversary

6 May 2003 – Lil' Skeeters BBQ, USMA, West Point, NY celebrates their 4 year anniversary

Answers to ServSafe Questions

1. d)
2. a)
3. b)

Closing Thought

"Things may come to those who wait, but only things left by those who hustle".... Unknown

Visit us on the web: www.MWRBrandedRestaurants.com

